



Request for Proposals

PURCHASING OFFICE CITY OF AUSTIN, TEXAS

Media Public Education Campaign to Inform Business Establishments and Citizens of the City Ordinance
Regulating the use of Single-Use Carryout Bag

IFBBV No.: SDC0006

Addendum No. 2

Date of Addendum: July 20, 2012

1.0 The following clarifications are provided in response to questions from potential respondents:

1. On page 1 of the RFP, March 1, 2014 is noted as the date when retail establishments may not provide single-use carryout bags. Is that correct, or is the correct date March 1, 2013? *March 1, 2013 is the correct date.*
2. Is the City planning to pay for production and distribution of reusable bags to give away to the public through a funding source separate from the \$1,750,000 campaign budget described in the RFP? *The City has begun distribution of reusable bags prior to the start of this contract. Once the contract has begun, awarded contractor will purchase any additional bags specific to the campaign.*
3. Will the City provide examples of the “pooled media buys” mentioned in section 4.1 a. of the RFP? *No. The expectation is that the contractor will utilize pooled media buys to maximize the media coverage.*
4. In section 4.1 b. iv, your RFP refers to new and existing ads. To which ads are you referring? May we see the existing materials referenced in this section? *The City has begun placement of advertising related to the Single Use Carryout Bag Ordinance. The awarded contractor will have access to all existing media upon contract award.*

5. Which nationally produced campaign ads are you referring to in Section 5.2? Will you direct us to a source for those ads? *This is not referring to a specific nationally produced campaign. If any national, relevant advertising exists and is used, it is expected that the contractor will co-brand and tag those advertisements.*
6. Will the City consider substituting a 2.2 mil plastic bag for the required 4.0 mil bag if it meets "walk test" requirements? *The City is currently considering an alternative substitute to the 4.0 mil bag. Final determination will be reflected in the ordinance rules.*
7. What is the penalty if a retailer fails to comply with the new ordinance? *Final determination of retailer penalties will be outlined in the ordinance rules.*
8. Does the City have an estimate of how many retailers will be impacted by the ordinance? Does the city have a list of all Austin retailers? *The City is in the process of developing a list of Austin retailers. There are approximately 40,000 businesses in the City of Austin and roughly 20% of those will be impacted by the ordinance. Therefore, roughly 8,000 businesses will be impacted.*
9. What development environment or framework must the web site be developed in, if the City is hosting and maintaining the web site as stated on page 8 of the RFP? *The City will host and maintain any website created for this campaign. The City's current content management site is Drupal. The contractor will be expected to work closely with graphic designers and communications professionals in the Austin Resource Recovery Department, as well as the Corporate Public Information Office prior to the creation of a campaign website.*
10. May the contractor develop the web site and deliver it to the City for hosting on a Rackspace platform or must the web site be hosted on the City's server? *The intent is for the website to be hosted on the City's server.*
11. What are the browser specifications for the web site? *Browsers that work best are Firefox, Chrome and Safari. Explorer tends to be problematic.*
12. If the City is going to maintain the web site, will maintenance be performed by a webmaster or is a content management system (CMS) preferred? If a CMS is preferred, does the City have a CMS tool in mind? *The City uses Drupal.*
13. Is it expected that the partner web site will be created in English and Spanish or in English only but containing Spanish-language campaign materials? *The entire website must be accessible in both English and Spanish.*
14. Are there any existing databases the City plans to integrate with this web site? *Not at this time.*
15. Does the City have a Social Media policy and, if so, may we view it? *Yes. The City does have a social media policy.*

16. What are the City's branding guidelines? Will you provide a copy to us? *Yes. The City does have branding guidelines.*
17. What is the City's annual cost for mailing notices to local residents about bulky trash pick-up? *\$32,400 for printing, \$184,500 for postage*
18. On page 5, section 4.4 of the RFP, you indicate that during the initial internal meeting, the Contractor will present initial findings and ideas related to the media campaign and provide initial training to prepare designated City spokespeople and staff. Will you clarify what is expected regarding findings and ideas after 10 days of contract execution? *This meeting will initiate the project. The contractor will review and refine the scope and timeline included in their proposal, identify any gaps in or clarification of information.*
19. Are respondents required to submit an annual budget for each year of the two-year budget or a single budget with a statement regarding allocation of funds for each year? *Either option will suffice. Contractor is expected to outline the allocation of funds for the entire contract period at the outset of the project.*

Regarding the Scope of Work document:

20. On page 1, third bullet: Do the signs that businesses are required to post come out of this contract? Or do the businesses themselves take care of their own signage? *Businesses will be responsible for their own signage. However, if a contractor included signage as a component of the campaign (for example: for promotional, educational purposes), that will be acceptable.*
21. On page 4, under iv.: It says “new and existing advertisements.” What types of advertisements currently exist? Can we see them? To what extent must they be used? *The City has begun placement of advertising related to the Single Use Carryout Bag Ordinance. The awarded contractor will have access to all existing media upon contract award. The City would like additional advertising to be consistent with the language used in existing media to the extent possible.*
22. On page 4, under c. Social Media, i.: “Social media efforts will focus especially on engaging audiences traditionally viewed as ‘hard to reach’ ”... In other parts of the scope of work, you are very specific about audiences – do you have specific audience demographics in mind for social media? Spanish speaking? If we know other ways to try to reach the “hard to reach” populations besides social media, can we propose them? *The audience refers to audiences that are challenging to reach with traditional media. Yes, the City is open to other strategies for targeting ‘hard to reach’ audiences.*

23. On page 5, 4.2 Process and Outcome Evaluation: "...The Contractor shall work with the ARR media and evaluation teams to determine the most appropriate data collection method (e.g., a customized survey or the inclusion of campaign awareness/attitude questions on existing public opinion surveys)." Does the City of Austin conduct a public opinion survey? Or would these be accessing survey tools outside of the city government? *The City of Austin and Austin Resource Recovery both have existing public opinion surveys. However, this campaign will likely need a survey tool outside of those existing.*

Regarding the Proposal Preparation Instructions document:

24. On page 4, B. Evaluation Factors, Criterion 1: Do you want an actual media plan and buy coordinated with value-add already negotiated in our proposal? Or just recommendations? *This evaluation criterion will be based on a proposed media plan with estimations of value-add. The plan should include recommendations, but there is not an expectation to go forward with negotiations prior to the award of the contract.*
25. Do you have any information on how many businesses (or the percentage of businesses) are already informing their customers of this change? *No, we do not have this information.*
26. Are there any existing direct to home communication opportunities (such as a city newsletter, bill inserts, etc.)? *Yes, the City does have external communication opportunities, including newsletters, bill inserts (these are reserved a year in advance and have a cost associated), etc. The awarded contractor can work with the staff team on these opportunities.*
27. If the city will do interview, do you have an estimated schedule of when these interview will happen? *If the City decides that interviews are necessary after initial review of proposals, they will be scheduled as soon as schedules will allow.*
28. Proposal Format instructions Section 1, Part B: asks the proposing vendors to "Define in detail your understanding of the requirement presented...Provide all details as required in the Scope of Work and any additional information you deem necessary to evaluate your proposal." Is the City requesting speculative work/campaign concepts to be included with the proposals? If so, where are those awarded points Section 4. Evaluation Factors and Awards. (100 points are described, but no mention of creative concepts in any of the Evaluation Factors). *For Section 1, Part B, the City would like to see a proposed campaign – system solution – to accomplish the Scope of Work of the RFP. There is not a requirement for the proposer to develop creative, but rather the process and proposed strategies to accomplish the scope of work.*
29. Proposal Format instructions Section 1, Part C, Subsection ii and iii: can the City define or offer an example of a "technical factor", and can the City please advise Proposers on how we should rate the "degree of definition" we provide in each technical element of our plan? *In this particular solicitation, "technical factor" refers to the techniques – specific to your area of expertise - that will be used to perform the services that will achieve the desired results.*

“Degree of definition” refers to the level of specificity in your proposal. The more specifics you provide, the more your proposal can be evaluated objectively.

30. We have a follow up to the question about whether and why the RFP is requesting creation of one or two websites? *The City is not requiring one or two websites. The City expects to see relevant online efforts included in the proposal.*
31. Given the recent update of austintexas.gov and ARR’s migration over to the new site, will the request for the creation of a website(s) in the RFP be expected to be housed within the existing structure and style of austintexas.gov, or will it be a separate entity? *The website will need to be consistent and integrated with the City’s website.*
32. My question is regarding payment schedules for the project. In 0600 Proposal Preparation Instructions and Evaluation Factors, part L states that 10% of the total price will be retained until submission and acceptance of all work products. Is that an amount that will be held out until the very end of the project, near month 24 of the plan? Or does it mean per micro-campaign? For example, if we completely execute a plan for the campaign launch (let's call it micro-campaign Project Launch A:) and that part of the total 2 year project is over, will you pay the vendor the 10% withheld once Project Launch A is completed, or only after the total 24 month contract is completed? *10% will be retained until the end of the two-year contract term.*
33. 4.1 b Materials Production and Campaign Identity, (i. Production will adapt existing successful materials and fill gaps where they exist. Can vendors view the City’s existing successful materials? *Yes, the City will share these materials upon contract award.*
34. Will businesses be involved in the evaluation of the proposals? *No.*
35. Are there any topics to try and avoid in the Campaign Strategies? *Not at this time.*
36. Section 5.6 Will the City be the voice for any question from the Social Media? *Yes.*
37. Will the City entertain something other than the media campaign? (i.e. Direct outreach, mail) *Yes. The City expects the proposal to include media, but is also open to other methods of outreach and education.*
38. Section 5.6 Please provide definition of “Partner”? *For Section 5.6 a., Change the subtitle “Public and Partner Web Sites” to “Public Web Sites,” i.e., delete the words “and Partner.”*
39. In regards to the ordinance; are there any penalties for use of plastic bags? *Final determination of penalties will be outlined in the ordinance rules.*

40. Section 5.1 F In close coordination with the ARR, identify and manage partners (e.g., corporate, government, faith-based, and community-based organizations) to engage to maximize effectiveness of campaign strategies and participation and buy-in of appropriate organizations and audience segments. Will the City provide a list of City business? *The City will provide existing contacts, however that list may not be exhaustive.*
41. **5.5 Media Relations and Earned Media;** The Contractor shall provide ARR with support for campaign-specific and ongoing media relations activities, including environmental scanning, media monitoring, feature article/news story pitching, issues management planning support, rapid message testing, video and daily news clipping service, access to wire and syndicated placement services, logistics support for press events, and media training for local media managers and community spokespersons. What is the definition of environmental scanning? *Environmental scanning refers to careful monitoring of the City's external environment to detect how the campaign is being received.*
42. In regards to the budgeting; will the budget follow the City of Austin fiscal year? *The first year will begin on the effective date of the contract. The second year will begin on the first anniversary of the effective date of the contract.*
43. Regarding Section 0600, Section 1. F. on Page 2 of 5, Do you require a resume or will a bio suffice? *Resume or Bio will suffice but either will need information sufficient to address requirements of Section 6.0 of the Scope of Work and Section 4.B. Criterion 2 on Page 4 of 5 of Section 0600.*
44. **5.5 Media Relations and Earned Media:** The Contractor shall develop events to help gain news coverage of program activities and new data releases related to the phased-in prohibition on Single-Use Carryout Bags and the encouraged use of Reusable Carryout Bags. Are the events press conferences or promotional events for the general public designed to encourage the media to come? *These events will be specific to the type of information being communicated about the program. Media coverage is always encouraged.*
45. **4.1 Campaign Strategies:** iii. Dissemination channels for the advertisements will include cable and network television, radio, Internet, print media, and outdoor media, as well as linked electronic media venues such as Web-based social media communities and text-messaging platforms. Appropriate and accessible advertisements will be identified and/or produced for each health behavior issue, audience segment, and dissemination channel. *The words "health behavior" are to be removed.*
46. The plan shall account for a phased-in campaign with initial materials to be rolled out in the fall of 2012. *"Fall of 2012" means no later than December 1, 2012.*

47. Can you provide an inventory of the previously generated PSAs - print, broadcast, etc. that are referred to across the RFP as "existing successful materials"? *Yes, the City will share these materials upon contract award.*
48. Can you provide samples of the ads described as "existing successful materials"? *Yes, the City will share these materials upon contract award.*
49. To properly budget for adaptations of existing ads - is there any additional guidance as to the depth of changes required of the current ads? *There should be no changes needed to existing ads.*
50. Is the City open to including social media and digital buys as part of the ad buying budget? *Yes.*
51. Does the city allow media buys to be billed on a commission basis? *Yes, provided both City of Austin and vendor mutually agree. (discussed upon award)*
52. If the city will do interview, do have an estimated schedule of when these interview will happen? *There is no schedule at this time; it will be determined after the proposals have been reviewed and scored to determine if the department wants or needs to conduct interviews.*
53. Can the City of Austin sell reusable bags to the public at events? *No, the City will not sell reusable bags.*
54. Are there any formatting requirements or page limits beyond the 3-page limit for the executive summary? *There are no formatting requirements.*
55. On page 5 of the SOW, you say the contractor will "present initial findings and ideas related to the media campaign and ... initial media training to prepare designated City spokespeople and appropriate staff." Please clarify what you mean by "findings," and what kind of media training you expect within 10 days of contract award. *This meeting will initiate the project. The contractor will review and refine the scope and timeline included in their proposal, identify any gaps in or clarification of information. The media training will be an initial training to identify key spokespeople and prepare them to handle questions from the media.*
56. Where did the questions outlined in the FAQ section of the SOW on pages 10-11 come from? *These questions were developed by ARR staff in anticipation of possible Vendor questions.*
57. *Has ARR worked with an agency before? If so, to what extent and on which programs? We have used agencies to assist with specific public outreach programs, such as recycling in the Central Business District and for youth education programs promoting Zero Waste.*
58. What do you mean by "pooled media buys" also referenced on page 3 of the SOW? *The expectation is that the contractor will utilize pooled media buys to maximize the media coverage.*

59. In the Proposal Preparation Instructions, please clarify what you mean by under section 1.C.iii. "The degree of definition provided in each technical element of your plan." (*See response to question 29.*)
60. Can you provide us with the "prior formative research" mentioned on page 7 of the SOW, under 5.3 Research? And please clarify what you mean by the contractor undertaking "a rapid assessment, five (5) days of existing advertising and related materials ..." *The prior formative research will be provided to the awarded contractor. A rapid assessment is a tool for evaluation of complex situations where issues are not yet well defined.*
61. Does the City have current contact info for businesses including emails for Contractor use? *The City will provide existing contacts, however that list may not be exhaustive.*
62. What does "pooled media" mean in 4.1 a. Paid Media – "The contractor will also be encouraged to participate in additional pooled media buys for their planned paid-media activities."? *The expectation is that the contractor will utilize pooled media buys to maximize the media coverage.*
63. Should the proposal include an itemized listing of employees and subcontractors by dollar amounts for the Local Business Presence in Part 4. B. Criterion 4? *List all subcontractors on form 0900. In the 0900 form includes dollar amounts that will go to a subcontractor(s).*
64. Does the Offeror need to be listed on each page of Local Business Presence Identification Form? *Yes the offeror & any subcontractor(s) need to be listed on the 0605 Local Business Presence Identification Form.*
65. Are all non-employees (i.e. freelancers) considered subcontractors and therefore required to register with the City of Austin as a vendor? *If the freelancers are working for a vendor they would be considered a subcontractor.*

66. Is there a maximum number of pages the proposal should not exceed or any section page restrictions? *No*
67. Will a complete checklist of required documents for the proposal be provided? *See 0600 Proposal Preparation Instructions.*
68. Are the insurance requirements listed in the Supplemental Purchase Provisions (Section 0400) applicable to this project? Is Professional Liability coverage required? *Yes Insurance Certificate is required. Professional Liability is not required.*
69. Do you have a number for how many businesses must comply with the ordinance? *The City is in the process of developing a list of Austin retailers. There are approximately 40,000 businesses in the City of Austin and roughly 20% of those will be impacted by the ordinance. Therefore, roughly 8,000 businesses will be impacted.*
70. Is speculative (spec) work required or expected with response. For example, mockups, slogans, creative illustrations, storyboards. If so, to what extent? How is this reflected in the point allocation? *The City would like to see a proposed campaign – system solution – to accomplish the Scope of Work of the RFP. There is not a requirement for the proposer to develop creative, but rather the process and proposed strategies to accomplish the scope of work.*
71. Please clarify the local presence definition. Is the revenue percentage referenced a percentage of the firm's annual business generated locally? Or does that refer to the percentage of work on this project to be completed locally? For example, a local branch of a national firm may generate 50% of the firm's national revenue locally, but may complete 100% of this project locally? Which total applies? *It refers to the work on this project.*
72. Is ARR currently working with a marketing/advertising or agency? Has ARR worked with a marketing/advertising agency on campaign materials regarding the plastic bag ban? *The City currently works with marketing/advertising agencies on a project by project basis. The City has not worked on campaign materials related to the Single Use Bag Ordinance (note: not the plastic bag ban) with an outside agency.*
73. The City of Austin is currently running advertisements announcing the ban (Rethink...Reuse...Reduce...). Is the contracted agency expected to replace this campaign with new work? Or is the contracted agency expected to provide strategy and media placement recommendations using this current Rethink...Reuse...Reduce campaign? *The City has begun placement of advertising related to the Single Use Carryout Bag Ordinance. The awarded*

contractor will have access to all existing media upon contract award. The City would like additional advertising to be consistent with the language used in existing media to the extent possible.

- 2.0 OFFER SHEET: The top of the offer sheet needs to be changed from Invitation for Bid (IFB) to Request for Proposal (RFP). Correct email on Offer Sheet to be steven.cocke@austintexas.gov
- 3.0 Section 0400 Supplemental Purchase Provisions: Correct email address in Para. 1:
Change email from sai.xoomsai@austintexas.gov to steven.cocke@austintexas.gov
- 4.0 All other terms and conditions will remain the same

BY THE SIGNATURES affixed below, Addendum No. 2 is hereby incorporated and made a part of the above-referenced Request for Proposal.

APPROVED BY: Steve Cocke
Steve Cocke, Buyer II
Finance and Administrative Services Department

ACKNOWLEDGED BY: _____
Bidder Authorized Signature Date

RETURN ONE (1) COPY TO THE PURCHASING OFFICE, CITY OF AUSTIN, TEXAS PRIOR TO BID OPENING OR WITH YOUR BID. FAILURE TO DO SO MAY CONSTITUTE GROUNDS FOR REJECTION OF YOUR BID.